

ACTIVITIES

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Marlboro Team Penske Racing School

Off Site Activities

First Night

- All consumers check into hotel.
- Pertinent race school information is distributed.
- Gift bags are distributed
- Buffet dinner served in private room.
- Introductory remarks by PM USA representative.
- Introductory remarks by Penske / Track Time representative
- House keeping information (bus departure, questions etc.)
- Only non alcoholic beverages served.

Second Night

- Authentic clam bake dinner
 - @ Ocean Reef - ocean side beach
 - @ Fontana - pool side
 - @ Michigan - Penske Auto Racing Museum
- Only non alcoholic beverages served.

Third Night

- Authentic western bar-b-que utilizing Marlboro Cookbook recipes.
 - @ Ocean Reef - pool side
 - @ Fontana - pool side
 - @ Michigan - Penske farmhouse
- Only non alcoholic beverages served.
- Provide a Marlboro Cookbook to all consumers upon departing the function.

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Fourth Night • Gala party consisting of:

- Off site function at a location TBD (Guasti Mansion)
- Racing theme.
- Serve buffet dinner with different selection of foods (Italian, Chinese, German etc.).
- Full service bar.
- Awards Ceremony - consider special awards mostly humorous in nature.
- All celebrity drivers (i.e.: Mears, Rahal, Unser etc.) to stay for the evening.
- Fulfillment agency must have the expertise to coordinate all of the party and hospitality suite coordination and supervision.
- Contract with live band (local or national) or DJ.
- Party planner to hire male and female dancers to encourage party atmosphere.

Add'l Amenities

- Place a gift in each consumers room for the each night of the school. Gifts would consist of a leather racing jacket, racing watch, high quality sun glasses (Oakley, Spy etc.).
- Consider setting up a Marlboro Malibu go cart track at each venue for the consumers to drive at night.
- Develop a Marlboro hospitality suite consisting of a big screen TV, pool table, ping pong, arcade games, popcorn / pretzel machine and lounge furniture similar to the marketing conference.
- Consider setting up a tent at the race tracks to be utilized at party facilities.

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